

Marketing Communication Tools Plan For Norest Co

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The title of your thesis Marketing Communication Tools Plan For NorestCo	Number of pages and appendices 43+6
Supervisors Suvi Kalela <p>Leading organizations can build competitive advantage through their communications. However, small companies in particular, often implement communication without effective planning. According to the case company's wishes, the focus was to build an effective marketing communication tools plan. Norest Co is a marketing and business management consulting firm, which aims at helping companies to detect business opportunities in specific markets. Their current marketing communications are not reliable and the tools used are not based on a effective planning.</p> <p>The purpose of the research was to consider realistic communication tools for the case company in order to increase awareness in the minds of their target group. An additional purpose was to examine the current tools in order to develop them. And finally the last purpose was to suggest new communication tools to be used in the future.</p> <p>The foundation of the theory was based on marketing communication planning, marketing communication tools, traditional media and new media.</p> <p>A qualitative research method was used. The research data was partly obtained through interviews of company representatives and partly through an online survey done among communication experts. The goal of the interviews conducted with the company representatives was to gather relevant data regarding the case company. The goal of the online survey was to survey experiences and perceptions concerning marketing communications tools of the case company.</p> <p>The outcome of this thesis is a marketing communication tools plan based on information collected and analysed. Based on the analysis, a revised marketing communication model was created and conclusions for the company were made. Generally Norest's existing communication tools work well, with the company's website and LinkedIn page raising as the two most functional tools. The most rewarding additions to the promotional tools were found to be video marketing, banners and testimonials. Also Norest's existing blog and facebook group were considered important that have potential but need to be developed further to work fully.</p>	
Key words Marketing communication plan, marketing communication tools, traditional media, new media.	

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1 Introduction

Marketing communication has recently undergone big changes with the introduction of new technologies bringing customers and service providers closer to each other. Aggregate competition obliges stronger measures in order to stay competitive and to achieve the goals set by the organization. The importance of networks is increasing. There is one significant issue that connects successful companies: creating competitiveness with the help of communications. (Pelsmacker et al.2010, 14.) Effective communication is one method of building capital.

Company should have the control over the images and messages send out. Organization should consider the type of communication they want to implement, so that they will create trustworthy image that is not accidental and uncontrolled. (Kotler, P & Armstrong, G. 2011, 27.) Communication is tool for organizations in order to increase their brand awareness and improve the image in the minds of their interest group.

Nowadays, developing marketing communication is one of the key factors in modern business-to-business markets. Every company should know that effective planned marketing communications pay off, and is key to success. It is important to define the most effective marketing communications methods for the company in order approach the target groups.

1.1 Research questions

The research problem of the thesis is “what would be a good media mix for Norest?” An answer that gives a clear suggestion on how the company should develop its important areas in order to increases the brand awareness, audience centered activity. Furthermore, the sub-questions were designed to provide answers supporting the initial problem:

1. What are the present tools and how well marketing experts find them to function?
2. How should Norest marketing communication tools be developed in the future/what combination of tools would be suitable for Norest in regard to the future?

3. What are the marketing expert's expectations for future tools/combination of tools?

1.2 Scope of the study

Developing marketing communications has become one of the key factors in business to business markets. It is especially important to increase awareness in the minds of the interest groups of small companies that are unknown in the market.

The topic of the thesis is to build an effective marketing communications tools plan for Norest. Norest aims to help Finnish startup companies to detect business opportunities in Spain, the Philippines and Latin America. The company concentrates on taking root in the Finnish market and tries to achieve strong customer references in order to build a trustworthy image.

The theoretical framework contains the following themes: marketing communication plan, marketing communication tools, traditional tools and new media.

The overall environment of the case company and the current marketing communications tools were investigated during the research process. The outcome of the thesis is preliminary marketing communication plan for Norest. Moreover, the empirical research aims to not only investigate how well the current communication tools work, but to find out what marketing expertise would suggest addition in order to improve the functionality of each tool and provide suggestion of some tools to be used in the future.

There are some delimitations for the study. The theoretical framework is delimited to marketing communication plan and emphasis is on marketing communication tools, traditional and new media. The research method is delimited to investigate the current communication tools of Norest. The author excluded the budget, promotional strategy, scheduling, resources, control and evaluations from the marketing communication plan.

1.3 Norest CO

Norest is a marketing and business management consulting firm, consisting of young and global players whose expertise function to identify new markets and growth for their consumers.

The company is located in Finland but expanding abroad. They specialize in new country entries; Finnish SMEs who have had prior success in the domestic market looking to expand into Spain, the Philippines, Latin America and the Nordic region or a foreign company looking to enter the Finnish market. The Export Manager Janne Lankila states “The groundwork is assessing each other’s working methods, goals and opportunities. If there is synergy we can begin the process of identifying what is needed for co-operation in order to lead to prized outcome.”

When profitability is detected, Norest moves on to the important aspects regarding the company’s expansion into new markets, discussing initial areas such as the product and potential sales, marketing techniques, competitor analysis, etc.

Once the study has been completed and the way to success is clear, the new information can be implemented in order to guide the clients towards the desired outcome by using the proper approach.

2 Marketing communication tools

In the thesis writing procedure it is crucially important to understand the theoretical framework of the selected topic. Theoretical framework is the backbone for any academic study. Utilizing a common model of marketing communication theory will strengthen the level of validity and reliability of the study.

Every company would like to see their marketing and business objective being achieved successfully. Companies involved within a diversity of audiences aim to pursue their marketing and business objective. (Fill 2010, 8.) The engagement refers to the form of communication, by which brands and companies are presented to the audiences. Nowadays brand and advertising strategies are extremely important for the existence of any organization. However, one factor that should not be underestimated and must be paid more and more attention to is the development of communication strategy. (Fill 2010, 12.) Successfully combining communication with other vital strategies to make customer-oriented plans, not plans that are just looking to meet the objective of the organizational customers, will lead to a secure source of profit.

In the following chapter, models will be presented and moreover applied with the other marketing communication theories which are relevant to the Norest case. These theories discuss the marketing communication mix and promotional tools in detail. The marketing communication plan is presented in order to clarify the actual means of conducting marketing communications.

Marketing communication is of major importance to B2B markets. It is a must for all organisations to communicate its message to other businesses in order to boost sales. (De Pelsmacker et al. 2010, 28.) Companies need to decide on a marketing communication concept, also known as the marketing communication mix in order to communicate effectively with their customers.

2.1 Business-to-business marketing communications

A company's marketing communication mix is an umbrella for all communication methods that aim to inform their target groups about their products and operations. The collection of methods that a company has chosen to use is called a marketing communication mix. Too often, marketing communications focus on increasing company awareness and image. (Kotler et al 2011, 698.)

Marketing communication methods used in b-to-b are different compared to the ones used in consumer marketing communications. Kotler et al (2011,288) argues that direct mail and personal selling are commonly used in b-to-b marketing communications. He also focus that sales promotion is in an essential role. Peslmacker et al (2010,12) claim that the focus in b-to-b marketing communications is on personal selling, trade fairs and sales presentations. However Fill (2010,690) claims that public relations and direct mail can also be added to the group of b-to-b communication method.

De Peslmacker et al (2010,301) summarises the different characteristics of b-to-b communications. Personal communication methods play an essential role in marketing communications and they are commonly used. Not only trade fair and exhibitions but also personal selling is considered personal communication. In b-to-b marketing communications is not only about personal but also individualised communications. Therefore, direct mail and mobile marketing can also added to the group of b-to-b communication methods.

Customers in b-to-b markets are more interactive. Therefore networking and relationship are of great importance in b-to-b market. Approaching customers via the tools mentioned above will help to develop relationships among businesses and coordinate activities between various parties to ensure common benefits. (Kotler et al 2011, 310.)

2.2 Traditional marketing communication tools

In the following chapter the marketing communication mix and various tools will be presented in order to serve the need of this company case study. The promotional mix tools vary from that in consumer market. The communication nature of B2B tends to be personal, often requiring face-to-face communication and communicating nature lends itself to tailored messages and rapid feedback. (Fill 2010, 15.) The division of five elements are: advertising, sales promotion, personal selling, public relations and direct marketing. These are the base of a marketing communication mix:

Table 1. Key characteristics of marketing communication tools (Fill 2006, 18)

Elements	Advertis- ing	Sales promo- tion	Public rela- tions	Personal Selling	Direct Mar- keting
Communica- tions					
Ability to de- liver a personal message	Low	Low	Low	High	High
Ability to reach a large audience	High	Medium	Medium	Low	Medium
Level of inter- action	Low	Low	Low	High	High
Credibility given by target audience	Low	Medium	High	Medium	Medium
Costs					
Absolute costs	High	Medium	Low	High	Medium
Cost per con- tact	Low	Medium	Low	High	High
Wastage	High	Medium	High	Low	Low
Size of invest- ment	High	Medium	Low	High	Medium
Control					
Ability to target particular audi- ence	Medium	High	Low	Medium	High
Management ability to adjust the deployment of the too as circumstances change	Medium	High	Low	Medium	High

Advertising

It is defined as any paid form of impersonal one way promotion of services and products by an organisation, the goal of this tool is to deliver a message to the consumers in order to attract the consumers to use the service (Fill 2010, 16). It consists of radio, print media, television and display marketing. This is a beneficial element which can

reach many people at different locations. It allows an organisation to convey its message repeatedly. Advertising can be useful when case firms want to build up an image of their service.

This tool is commonly used in B-to-C context (Fill 2010, 18; Kotler 2012, 23). An important form is print advertising in journals and newspaper and as well the usage of online advertising in the context of B2B. The significant role of this marketing tool in the B2B market is to inform and remind, while diversity and encouragement of purchasing the firm's services are delivered through other tools of the promotional mix for example sales promotion and personal selling. Nevertheless, we should be aware of the fact that this tool is known as a channel with no personal contact or feedback.

Personal selling

Personal selling is mainly used as a marketing tool in B2B markets and mainly in interaction and network marketing. Network marketing is mainly used in B2B context, the usage of personal selling including trade fairs and sale presentations are a preferable tool in B2B markets and will also aid to expand the firm's position in a particular network. It's a very effective tool used in interaction marketing in order to communicate the marketing message. Its foci being on the personal communication channel, where there are two or more people who directly communicate with each other in a form of a dialogue with the client, thus allowing personal feedback and discussion. It could be accomplished face-to-face, via telephone and mail, not forgetting the Internet. Personal selling is the best fit with this kind of marketing (networking and interaction marketing). In the context of B2B it's the most used marketing tool nondependent on the amount of sellers in the market. A successful prerequisite is a good and well-educated sales force. (Kotler et al 2012, 551). The usage of personal selling varies from gaining a new customer, selling products, and consulting existing customers. (Fill 2010, 277-279.)

Sales Promotion

Sales promotion is marketing and communication activities that change the price/value of a product or service perceived by the target, thereby (1) generating immediate sales and altering long-term brand value. Since the study concentrates on the B2B context, sales promotion is split into two types: monetary and non-monetary.

Those types are categorized and separated by the force of their significant differences: Monetary sales promotion transaction which can be recognized when it provides immediate rewards to the customer, product promotion (free samples), discounts, coupons, e.g. Non-monetary sales promotion can be recognized when it provides delayed rewards relationship, free gifts.

An example of this approach is to discount technical support and bundle up a range of support facilities. Whatever is the deal the purpose of this is just to add value in order to gain a purchase deal. (Fill 2010, 857-858.)

Direct marketing

Direct marketing is communicated directly towards a specific target customer via the mail, e-mail, newsletter and telemarketing. The content of the communication held is considered as non-public, because the message is normally addressed to a specific client. Direct marketing plays a role as a backup or support mechanism of the sales force and to create a long-lasting relationship. It can be characterized and modified in order to attract a specific customer making the promotion more likable and suitable to a target customer. The factors that are focused on are: concentration, personalization and immediacy. The main advantage of concentration is that the organisation is able to focus on a specific customer and apply all of its marketing effort on the customer in order to make the marketing efficient. Personalization enables the company to address the marketing which suits the targeted customer and therefore making it more specified and attractive. The advantage of immediacy is important according to fact that direct marketing can establish a desire which leads to action. (Kotler et al 2012, 320.)

Public relations

Public relations are controlling and managing activities that attempt to form the stakeholder attitude and opinion about the organisation. (Fill 2010, 680-681.) By using this tool the company will be able to manage its reputation and image via press releases or public relation campaign.

Public relations create a credibility and richness to an organisation's communication. The main focus here is to provide a quality communication service that will support in developing the relationships needed with your targeted audience and other key stakeholders.

E-marketing

E-marketing is the same as any kind of marketing activity that requests some form of interaction and needs technology to be implemented.

E-communication has experienced large growth in the past ten years for many businesses. It is a platform to communicate with your target audience via the Internet and an important tool in an organisation's communication activity in order to promote your service. A website is the most common form and a cornerstone of internet activity in order to provide information about a company and its services. (Fill, 2010 581-582.) Another form of online advertising is banners, which will attract an Internet surfer to click. The banner acts as a gateway which in the end will drive traffic to the company's main website. Search Engine Optimization (SEO) is another tactic in order to increase the number of visitors on the site.

2.3 Evolving marketing communication tools

Growing competition, advanced technology and the Internet are a few reasons for the developing world of promotional marketing tools that we call social media. Luckily, small companies like Norest are able to set without financial investment in traditional marketing tools.

Social media

Business savvy people are well aware of how powerful **social media** is in building brand awareness, encouraging social media, gaining trust and followers. Social media became an easily accessible platform to anyone with Internet access. In addition to that social media serves as an inexpensive platform for companies to implement marketing campaigns. The three big social networks are Facebook, LinkedIn and Twitter.

Stephen Dann and Susan Dann (2011, 344-345) state that social media network sites clearly favor B2B marketers as an effective marketing tool in order to build relationships and branding, driving traffic to the firm's website and sharing the story of the firm via platform. Findings reveal that LinkedIn was the most effective social network in a B2B context. The planner believes that LinkedIn is the most efficient of the three

largest social media sites to build a personal and company brand. The cornerstone is rooted in valuable content delivered to the target audience.

Search engine optimization (SEO)

SEO is one of the key channels in the digital marketing world, for its intent, relevance, effective and efficient, timing, accountability, do ability, and other critical milestones that do establish direct response from customers (Dann&Dann 2011, 210-211). SEO is a search engine trick which considers the actual search terms or keywords typed into any of the search engines sites like Google, Yahoo and Bing. The broad advice for search engine optimization in order to drive more visitors to the company's website is increasing its relevance to specific keywords.

Mobile marketing

The two traditional levels of telephone communication are: enabling communication and sales communication. The role of enabling marketing is to get into negotiation. It allows the sales process as practical unity with two other methods, direct mail and personal selling. The main objective of this tool is to try to bring potential customer for sales negotiations. For this reason, enabling communication is not used to be a sales method. (Kotler et al 2011, 332.)

The other level of telephone marketing is sales communication method, namely telesales. This level is normally used when company's has an advanced relationship with the customer. Nevertheless, the customer has received already offer information before the telesales.

Earned, owned and paid media have become popular in the interactive marketing space today (Burcher 2012, 14).

Owned media is a channel which the brand controls or asset content a brand owns. Owned media includes websites, social networks accounts, videos and company blogs. (Burcher 2012, 18.) The purpose of owned media is to build a long term relationship with potential customers. The benefits from using an owned media are that the channels are controlled by the company. The importance of using owned media is how to use it in order to create a brand experience that will deliver inspiration to potential customers.

Paid media is paying for a channel in order to deliver a message to the potential customers. (Burcher 2012, 14.) Channels like broadcast advertising, paid search, sponsorship, TV, radio etc. One challenge could be the company's inability to have full control over the channel.

Earned media is when potential customers recommend and share their own experience with others(Burcher 2012, 20). It is an old PR term that basically meant getting the brand into free media rather than pay for an advertising agency. However, the terms basically evolved into word of mouth being created through social networks. The people become the media channel, transferring the brand's message to others.

2.4 Fill's marketing communication planning framework

Marketing communication planning framework gives the ability to developing and select the communication tools cohesively. Some factors needed to be considered before choosing the proper marketing communication mix.

Fill (2010,53) claims in his book that eight questions need to be answered in order to start planning a marketing communication.

1. Who should receive the message?
2. What should the message say?
3. What image of the organisation/brand receives is expected to retain?
4. How much is to be spent establishing this new established image?
5. How the messages are to be delivered?
6. What actions should the receivers take?
7. How to control the whole process once implemented?
8. What was achieved?

The main goal is to generate and communicate the messages that present the company and its offering to its different target audiences. Answering these questions require the skills of the communication planner and how the combination of the communication tools will be in order to create a mix of suitable tools that satisfy these elements.

In order to support the planning of creating a marketing communication strategy, some components of the framework were utilized. A general framework is needed in order to support and enable communication planners to combine different promotional elements into a cohesive plan.

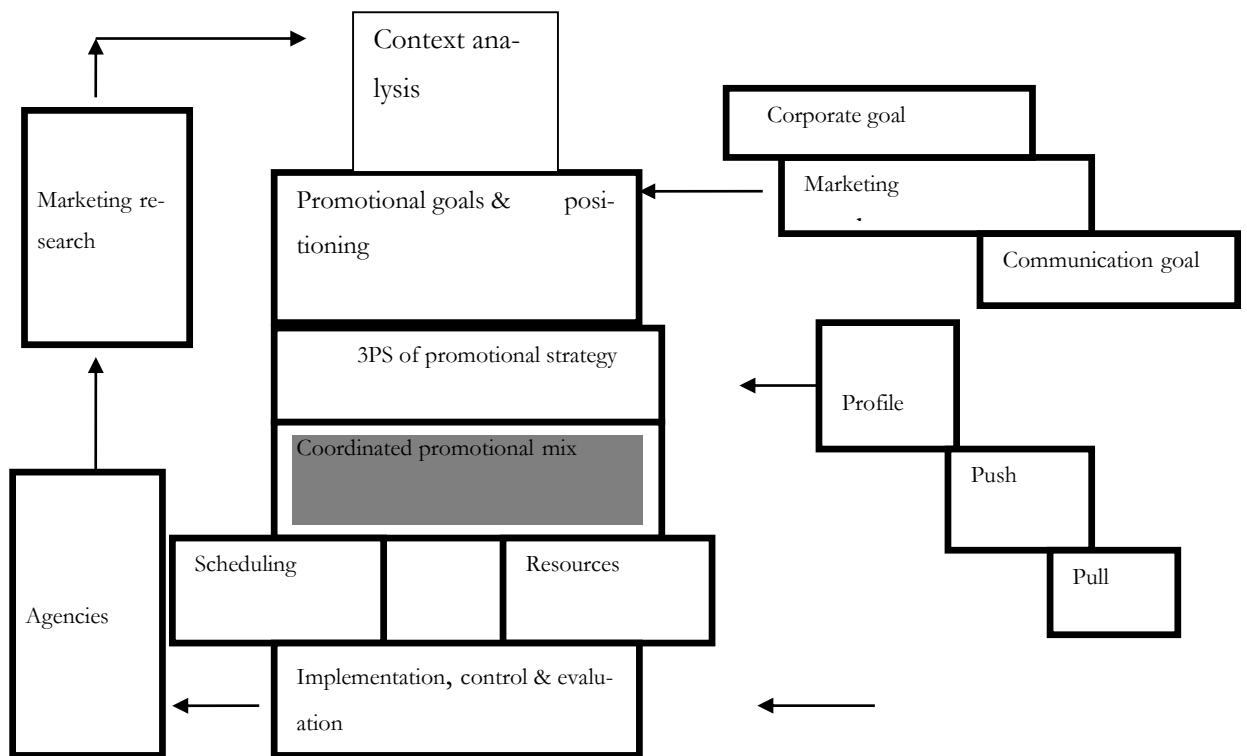


Figure 1. Marketing communications planning framework (Fill 2006, 109)

The MCPF's aim is to attempt bringing the different elements together into a proper and logical sequence of activity where decisions are built on the basis of information previously gathered at a certain level in the framework. (Fill 2006, 110). However, part of the decision can be made without any recognizable framework but it's important to understand the different components and the way they relate to each other when preparing and implementing a communication plan. This framework shows a chain of activities that a manager should take in when preparing, implementing and evaluating communication strategies and plans. It also provides a checklist that will be helpful to follow.

A **context analysis** is the first step of planning. It helps to understand the key market and communication drivers likely to influence brand organization. (Fill 2006, 111.) The work that will be done in this step is analyzing the environment and presenting the

planner with the information needed in order to have a clue about what the promotional plan needs to accomplish. (Fill 2006, 110.)

The context analysis (CA) is the first step since it presents information and data to the communication planner about the target audiences, their wants, decision making characteristics, the media, the resources available and the PESTE analysis. The aforementioned factors need to be well thought out. CA creates knowledge to the planner about the current situation including the internal and external context of the company. The content of the analysis is to gather all possible information about the target audience, marketing objectives and time-scales, the media, resources and financial support that are available, and also about the surrounding environment since it is changing rapidly due to society, politics and economic conditions. All of these elements, at some level, will need to be taken into account.

A **promotional objectives** ideal should consist of 3 main elements (Fill 2010, 111):

1. A corporate goal that talks about the mission and the business area that the company believes that it should be in.
2. Marketing goals are normally considered as sales related objectives such as marketing, volume, sales revenue, return on investment and profitability indicators
3. Marketing communication goals refer to the image of the brand of the organization service/product and hoping how much effect this marketing campaign will deliver.

A marketing communication strategy

Fill identifies three main marketing strategies:

- a) Pull-positioning strategies: are made to affect the end-user customers meaning that the direction of the communication flow will be from the organisation straight to the customer.
- b) Push-positioning strategies: are made to effect the marketing (trade) channel buyers such as wholesalers and distributors.
- c) Profile-positioning strategies: are made to affect a wide range of stakeholders, not just customers and intermediaries. It's a complex strategy since it targets multiple stakeholders.

Promotion is all about communication and how to make the products known to the current and potential consumers. The next step is to focus on the promotional mix in order to present the chosen key message. Planners at this stage will be able to focus on the promotional mix after identifying the environment the promotional campaign is going to be set in. When the message identity is clear, it's easier to choose any of the promotional tools which are considered to be effective in order to reach and attract new prospects or current customers. Justifying the selection is very important in using any particular media by proving that they be used to reach set goals within available resources and the planned scheduled. (Fill 2010, 112.)

Scheduling is an important tool in planning and executing tasks. Having a detailed schedule in a marketing communication plan helps the planner to identify the duration of the use of each media tool in the campaign when the activities are changing as well as resources. (Fill 2006, 112.) The Gantt chart is a common method used by management to enable following multi-dimensional projects. (Fill 2006,119.) This chart provides managers with a tool that pinpoints the essential tasks. Each of those tasks has a different timeline to completion, varying according to the different activity running at the time and resources suffice.

The last step is the follow-up and evaluation of the marketing communication campaign. An effective way of starting evaluation is to evaluate the performance of the different tools and media used according to the promotional objective listed in the plan and whether it has been reached and if so, to what degree. (Fill 2006, 132.)

2.5 Norest's marketing communication at the present

The written theoretical framework is used as a guideline for the entire process. The planner starts highlighting the conducted situation analysis for the company followed by promotional goals and objectives, channels and action plan. Finally the current promotional mix is studied and evaluated in which a preliminary marketing communication strategy for the company is presented. Some parts of Fill's marketing communication plan was used as a guideline for the creation of building the strategy, while other sources have been taken into account and applied where it should be.

2.5.1 Company context analysis

The overall business environment of Norest was discussed and explored with CEO Tommi Harju , Export Manager Janne Lankila and Strategy Manager Enrique Fabra in several meetings. Based on their learning experience from year to year, internal and external business environment analysis, market overview, target markets, audience and SWOT analysis needed to be done to assess the overall situation. Following MCP framework, the planning start with a context analysis divided into internal factors (company and product) and external factors are the (target market, competitor and the operational environment). Tables of inner and outer factors were made to explain the results of the analysis done.

Internal Environmental Analysis

Below are the internal environment factors which have a significant impact on the overall strategy.

Inner factors	
Values and Vision	Being a key strategic partner for selected number of customers. Becoming a multinational sales partner for their customers. Establish offices in other countries
Short term goal	Gaining new customers and closing a few big projects as planned.
Principle	Focus on the quality of the outcome from a project.
Strategy	Current status is low market penetration. Norest wants to expand penetration to regional presence in other countries. The only gap is call to action to connect with decision makers with strategic decisions.
System	Structure system, advanced reporting tools.
Assets	International business experience Network range. Language skills
Weakness	Marketing Brand building Roles(marketing skills)
Strength	Diversity of internationalities Networking Sales talented team
Service analysis	
Strengths	Local market knowledge
Weakness	Establishing processes missing

Table 2. Internal environment analysis (table by the author)

Janne Lankila expresses that since they started operating, the emphasis has been on offering services which add value to their clients in terms of additional sales from a new market. There is a huge opportunity to develop our business and strategically establish partnership with new clients.

The company has not actively highlighted its strengths and weaknesses; however different points emerged during the interview. Janne Lankila stated that one of the weaknesses is “Our competitors were too strong and very resourceful, pouring lots of money into marketing. We haven’t done enough on the marketing front”.

The core of the organization comes from the international business expertise and the existing business network in the target market.

When consulted about the service they provide, Norest stated that the vital strength is local market knowledge and the international business experience which will ease their customer’s expansion to new markets. They will provide their customer with a personalized manual along with clear instructions when expanding to new market. It’s all about getting the SME’s to do international business in a convenient style and assist them in their international process

Table 3. Outer factor analysis (table by the author based on discussions with Janne Lankila)

Situation analysis: Outer factors	
Target Market	Finland, Nordic countries
Customer	Finnish SME’S who have success in Finnish markets and also have expanded in other markets. Start-up – Entrepreneur
Factors affecting choice of using service	Knowledge and the business network in the target markets.
Amount of competitors affecting choice of using service	Two competitors. One competitor Vientinyrkki with almost on par work quality, but higher capacity.
Strengths of competitors	Brand awareness Local presence in Finland and multiple countries. A lot of money behind
Weaknesses of competitors	Higher price Complexity Not good result.

The author has given a picture of the nature and characteristics of Norest's customers. Finnish SME's, mainly Software as a Service (SaaS) companies are their clients. When choosing to cooperate with Norest, Finnish SME's will be able to benefit from Norest's knowledge of the target market. In addition to know-how, risks are minimized as clients do not have to look to Spanish partners who can be risky and expensive. Finnish SME's will benefit the greatest when cooperating with Norest, as they have knowledge of the local market. This could be one of the factors affecting the choice to use Norest's services.

Competition is limited due to two key players (Finpro and Vientinyrkki). The company hasn't researched on how their competitors operate. Enrique Fabra, the Strategic Manager at Norest claims that Finpro is a big competitor and has local presence in multiple countries. The advantages of Finpro are that they have enough money to fund any project and experienced staff and broad networks. One of the disadvantages is that not any SME would use their services since it is quite expensive.

2.5.2 Current Norest promotional mix

Norest has started paying attention to marketing communications since the amount of customers should be growing. The aim of improving the existing marketing communication tool is to increase brand awareness in the fourth quarter of 2013. But how does Norest differentiate themselves from the competitors?

With today's technology, building an effective network with businesses has never been easier. There are endless amounts of entrepreneurs seeking to be connected in order to make profit. Janne Lankila (2013) believes that Norest needs effective communication strategy to be connected.

Table 4. key marketing channels (table by the author based on the interviews with Norest representatives)

<i>Marketing Channels</i>	<i>Actual Presence</i>	<i>Status</i>	<i>Last time modified</i>
<i>Online marketing tool</i>	Company Website	Active	November 2012
<i>Online Public Relations</i>		Networking	Ongoing
<i>Social Media</i>	Facebook, Twitter, LinkedIn	Active	Feb2013
<i>Press releases</i>	Business magazine	Active	
<i>Mobile marketing</i>	Phone calls	Active	On going
<i>Trade fairs</i>	Personal selling	Active	On going

The company website is the most important media tool. It includes crucial and detailed business information like a blog held within the website where Norest hints about previous accomplishments. It's an online diary for the company where they share ideas, experience and thoughts.

Direct marketing is seen as the promotional tool that brings in new clients for Norest. Mobile marketing has proved to be one of the most valuable tools in order to gain new customers. Janne (2013) believes that mobile marketing can't be disregarded as much as direct mail or print media. Mobile marketing proved to be one of the most effective to their audience.

One of the assets of Norest is to have fun. Yes, have fun. The company believes that nothing gives a potential customer more energy and leaves a lasting impression than the good times, which keeps them motivated to start cooperation.

Events are a very powerful tool in selling Norest image and service. Events are an incredible way of gaining interest of the prospect and it's where the prospects become emotionally involved in the service (Janne Lankila). Norest arranges events to not so much generate direct sales but rather to focus on showing their prospects what can they can provide them and how fun cooperation can be.

Trade fairs and conferences contribute in expanding the company networks by meeting large numbers of useful entrepreneurs in one place. Seminars attract many of the key players in a sector; it's an ideal place for networking by talking business and promoting the business and making valuable contacts.

2.5.3 Summary of the theory: Suggested marketing communication tools for Norest

When observing Norest current communication tools and studying the operating environment, a promotional suggestion model categorized in the marketing communication mix model adapted from Fill (2006, 109) will be formed. However the author has dissected other parts like strategy, scheduling, resources etc. Marketing experts will be given a survey regarding the existing communication and new promotional tools in order to evaluate each tool and some other suggestions.

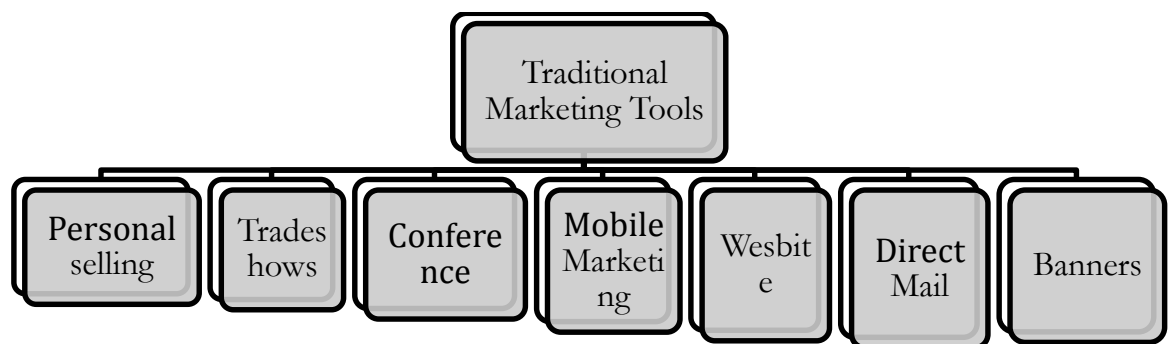


Figure 2. Traditional Marketing Communication Tools at Norest (figure by the author)

The first step is to look at the current marketing tools and consider their validity. Possible customers visit the website after they have heard about the company either from word of mouth or other sources where the company name has been mentioned.

Norest's website gives some insight to what the business does although most of the actual business deals are done via personal contact. Given that, the author believes that there is room for improvement on the company's current website. This is a topic of interest for future research.

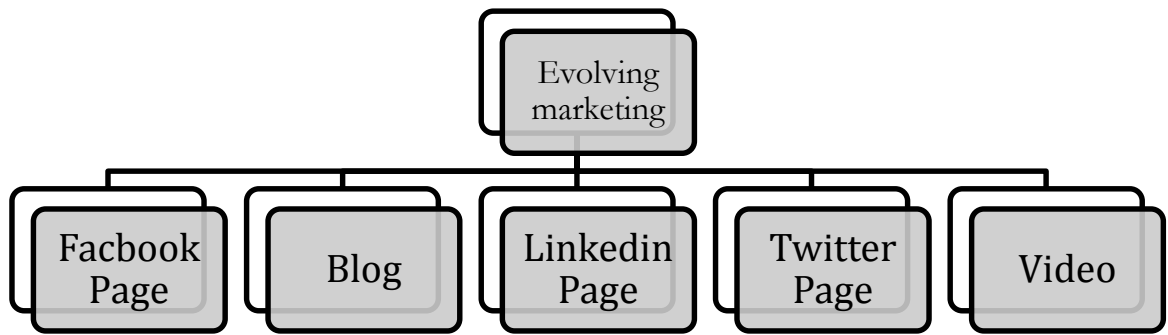


Figure 3. Evolving marketing communication tool at Norest (figure by the author)

The extensive Norest website would deliver a good channel to hand out some **Testimonials**, in the form of reporting or case studies that the company has done before. (Bird 2007, 158.) Sharing the client experiences with prospects would be one of the best ways to highlight the services of the company, by getting the permission from the actual clients. **Recommendations** are another effective approach to provide the potential clients a sense of security in the business as well as its services. Recommendations are basically word of mouth advertising, the only difference is that they are in writing. (Bird 2007, 156.)

Recommendations help to build trust and strengthen the brand message. Writing an effective recommendation must have the following characteristics: measurable benefits, succinctness, emotion, objectivity and authenticity.

The use of **banners** as a promotional tool is common among marketers in order to draw attention to a business where potential customers are located. Banners must be designed professionally in order to grab attention. Networking is an important tool to meet people and talk shop in which some might be a potential customer and some might connect you with potential clients. Some of the target customers to Norest are start-up entrepreneurs and those hungry for success. Universities and universities of applied sciences in Finland offer start-up schools to support their students' entrepreneurial skills. In order to attract the attention of the start-up entrepreneurs, a poster proposing e.g. Norest's services could be hung on an events board or an informative board on campus.

The use of **Video** is considered to be “the hastily growing media platform in history” according to a study from a social media research consultancy Trend Stream and research company Lightspread. One recent study capsulizes the value of using video as a marketing tool. The article questions “Why do you think university, school and institutes of higher learning have employed visual tools since the 1950s?” The answer is very simple: People learn more efficiently and effectively via video. We are living in the age of multimedia; smart devices allow people to carry your video with them to watch whenever and wherever they like. The younger generation expects image, sounds, interaction and action that is video.

The goal of any B2B marketing is to educate customers about their service.

Earlier there was much unwillingness to utilize video for B2B services, mostly due to the extremely high fees charged by professional video companies.

According to a survey done by Direct Marketing Association “**Direct mail** is on the top of the list for the most used media in B2B context”. The use of direct mail can accomplish all the major advertising purposes. It is used by companies in order to transfer the image, service promotion, sales force support, whilst looking to generate leads. It is usually a cost-efficient tool if the content does not consist of excess general information otherwise it becomes wasteful medium. Seeking permission to send direct mail to a customer is an important step in creating a successful customer circle. Telephone follow- up will increase the efficacy of this method.

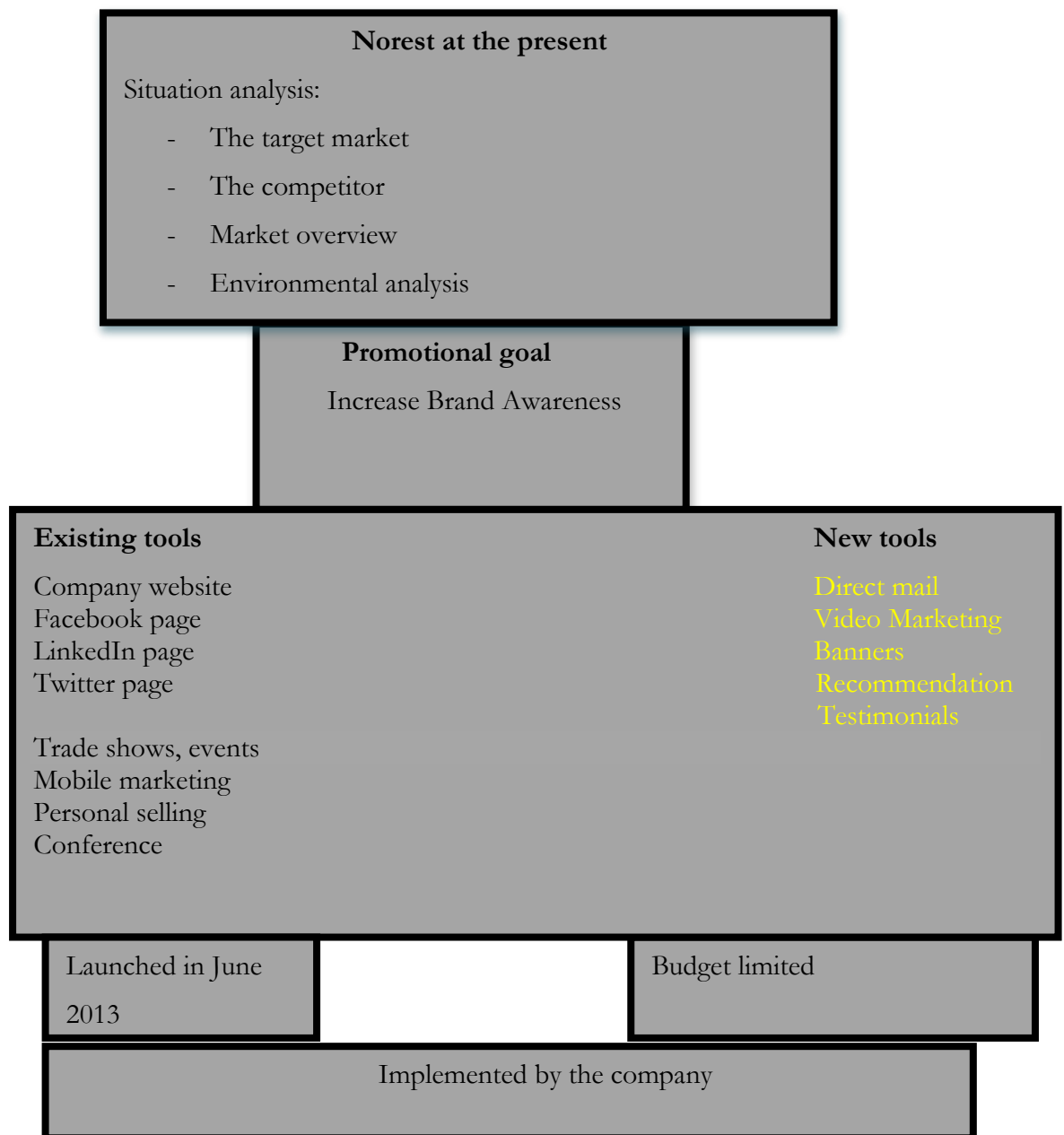


Figure 4. Preliminary Norest marketing communication model(figure by the author)

This model presents the differences in marketing tools to be researched by means of the survey and other factors to be considered after reading some important sources related to the studies.

Developing the current communication tools will be implemented starting June 2013, once the survey results have been analyzed and changes have been made to the model. This process will be directed by the Export Manager Janne Lankila.

3 Research on Norest marketing communication tools

This chapter will discuss the design, implementation and findings of the research questionnaire. In order to determine which type of research design will be the most appropriate to use in collecting data, a research objective and information requirement are key. (Saunders, Lewis, Thornhill, 215.) A qualitative method was chosen based on the factors which will be explained later in this chapter.

3.1 Research method

A qualitative method provides in-depth data and is mostly descriptive. It includes the collection and analyzed information concerned with beliefs, meaning and attitudes. (Saunders, Lewis, Thornhill 2009, 220.)

Qualitative data can be collected in a short period of time, thus making it a popular choice to be considered (Saunders, Lewis, Thornhill 2009, 221). It is planned to produce a great deal of detailed data from each individual, hence the sum of the persons to be interviewed is small (less than 6) for the reason of the time and costs involved.

The planner felt confident in testing a modern technique for the research. The FreeOnlineSurveys.Com was used as online software to design the questionnaire and to distribute it to the respondents. The author decided to use an internet survey method for the purpose of this study, since the respondents were not residing in Finland. The questions in the survey were designed in synergy according to the outcomes of the theoretical research and the contribution of Norest representatives.

The respondents of Norest survey have rich marketing experience working for Blackberry. They have personal interest towards the study as Hekmat Jaber, Country Director for Blackberry kindly requested them to take part in the questionnaire. Hekmat Jaber will follow up the survey via email and telephone to encourage the respondents in order to contribute effectively. The following table provides respondent information.

Table 5. Respondents information

Name of the respondent	Job title	Country
Emma Andron	Digital/Social Media Manager at BlackBerry	United Kingdom
Don Haliwell	Blog manger/ Social media marketing at Blackberry	Canada
Jad Zarakat	Social platform manager at blackberry	Dubai
Joseph Mokasher	Senior Social Media Marketing Manager at BlackBerry	Dubai
Abdullah Althani	Director Brand Marketing, Asia Pacific at BlackBerry	Dubai

3.2 Questionnaire design and pre-testing

In order to determine the questions to be asked, the topic was investigated carefully and precisely defined. It is vital to make sure that the data to be collected is able to answer the research questions. Saunders, Lewis, Thornhill (2009, 194) recommend that the researcher should always consider the number of questions to ask. The questions content, language, question clarity and straightforwardness should be as specific as possible.

a) Interval scales

Interval scales are the same as an ordinal scale with equivalent intervals between points. It measures how much of an attribute of something is over another.

In this method, the respondent is asked to rank the existing marketing communication tools in terms of the industry type.(Saunders, Lewis, Thornhill 2009, 214.) An example of ranking question

1					
Efficiency of marketing communication methods for each tool provided below (Social Media, Website, Email marketing etc.) (A) Rate the efficacy of the each tool in terms of industry type (B2B consulting services)					
	1	2	3	4	5
Television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 5. Interval Scale

b) Open-ended questions

Open-ended questions are useful in order to give the respondent the opportunity to raise several points. These type of questions require more effort and thinking on the part of the respondent. (Saunders, Lewis, Thornhill 2009, 214)

2. Which three marketing communication tools selected in question 1. Do you consider the most important to the company? Please provide a reason for each.	
Option One	<input type="text"/>
Option Two	<input type="text"/>
Option Three	<input type="text"/>

Figure 6. Open ended question

To conclude this part on question used in the survey. This table below contains the list of the questions and indicates into which categories it falls.

Table 6. Summary of the question types (Table by the author)

Question	Type of Question	Scale
Rate the efficiency of each tool in terms of type of industry. 1=Totally 2=Inefficient 3=Efficient 4=More efficient 5=Most efficient	Scaled Question	Interval
2. Which three marketing communication methods do you consider to be the most important to the company? Please provide a reason.	Open ended	Nominal
3. How functional do you find each of the company's marketing communication tools? 1=totally inefficient,2=inefficient,3=efficient,4=more efficient,5=most efficient	Scaled question	Interval
4. Which three of marketing communication methods, not currently used by the company, do you think	Check list/Multiple choice with single answer	Nominal

should be considered using in the future? Please provide a reason for each.	
--	--

The first question refers to the efficiency of each of the marketing communication tools. The respondent was asked to rate the efficiency of each tool (in terms of type of industry) separately. In the second question the respondent also had the opportunity, in an open-ended question, to specify which three marketing communication methods are most important to the company and to provide a reason for their choice. The third question gives the respondent the opportunity to assess the functionality of each of the tools. Question four dealt with determining which marketing communication method not presently used by Norest marketing experts would be recommended for consideration for the future.

Pretesting was a helpful step in the research process; it was conducted as if it was the actual questionnaire. It was important to check that respondents had no difficulties in answering the questions of understanding the instructions once the pretest questionnaire had been received. The planner decided to send the pretest questionnaire to four randomly selected respondents. Technical problems were detected at an early stage, such as the link to the website wasn't functioning properly and some spelling mistakes.

3.3 Validity and Reliability of the research

In order to present the findings and interpret them, it is important to discuss the quality which is achieved during the process of the studies. Quality of findings is usually measured in terms of reliability and validity. Validity and reliability are measurement instruments which influence the amount to which it is likely to learn through the study, the possibility that the outcome will have an impact to draw a meaningful conclusion in the end of the study. (Saunders, Lewis, Thornhill 2009, 370.)

On the other hand validity determines if the research truly measures what was intended to measure and how accurate the means of measurement are. (Scott&Usher 2011, 63.)

This research tried to minimize participant errors by bearing in mind the questionnaire design itself and the external factors that could affect the answer given. Questionnaires

were improved after testing the final version a couple of times in order to ensure the questionnaire clarity.

Many of these threats were avoided with help of informative, valuable theoretical background and as mentioned before with careful sampling. There are certain threats to validity, selection being one of them when respondents are for instance unfamiliar with the marketing matters. This can be avoided by choosing the ideal people based on their knowledge and marketing experience of the issue matter.

Reliability is determined when a test result measures the same thing more than one time and has the same result every time. (Saunders, Lewis, Thornhill 2009, 371.) In other words, it is constancy of measure meaning that an identical result should be achieved no matter how or when it is carried out.

The recipients are reliable source since they were chosen by a Country Director of a multinational company. The recipients were likely to have personal interest of some degree towards the study, thus a supervisor is requesting their participation. The volunteers usually do their best in order to prove to him that they are valuable assets to this study, as well as professional that can be relied on for tasks linked to work related matters.

Instrumentation-the survey was a web based questionnaire, a link to the survey was distributed by email. This gives each respondent the opportunity to answer the questionnaire without time, place or any other restriction.

3.4 Research findings and interpretations

The questionnaire used to gain information for this study was run via the internet. The answers to the survey were automatically entered into an MS Excel and Word database. As soon as the questionnaires had been received, the data were set for analysis. At this stage of the research; the raw data composed in the survey were adjusted into useful information that could be interpreted. This data will be shown as a means of bar charts and tables. Each chart will be explained and interpreted.

The first part of the questionnaire involves the efficiency of use of each marketing communication method. Analyzing the efficiency is important for the evaluation of marketing performance. Strydom (2011, 268) describes efficiency as the relationship

between closely related input and outputs. Inputs are any certain marketing communication methods used and outputs is what exposes the target market, causing the flow of business.

The first question asked respondents to rate the efficiency of each communication tool in terms of the industry type.

Table 7. Efficiency of marketing communication tools

Efficiency of marketing communication method	Average Score (1 to 5)
Television	1,75
Radio	1,1
Newspaper	1,90
Press releases	4,50
Brochures	1,75
Company website	4,6
Exhibitions	4,03
Tradeshows	4,03
Events	4,50
Email Marketing	4,50
Telemarketing	4,00

Flyers	1,75
Word of mouth	4,90
Social Networks(Facebook, LinkedIn, Twitter)	5

Of all the communication tools; company website, word of mouth, and social media are certainly the most efficient tools in terms of industry type. It is interesting to note that social networks are considered to be the most efficient communication methods. Norest needs a powerful social marketing platform that makes it simple to involve and allow their brand advocates at the right time and right place every time.

Tradeshows, exhibitions, email marketing, press releases and telemarketing are the next most efficient marketing communication methods with a score of 4. Flyers, television, radio, newspaper and brochures are regarded least efficient marketing communication tools overall with score of 1 to 2. The outcome of the research regarding the current communication tools shows the right assumptions that were made together with Norest during the interview. An interesting topic to be investigate in the future.

Table 8. Marketing communication tools considered most important

Most important marketing communication methods	Frequency
Event and Exhibitions	5
Word of mouth	5
Website	3
Social networks(Facebook, LinkedIn, Twitter)	1
Email Marketing	1

Events and exhibitions

Events and exhibitions are considered to be the most efficient marketing communication tools which has the same beliefs with the company representatives. Events and exhibitions provide a chance to introduce the company to potential customers and provide a networking opportunity. According to one respondent, attending an exhibition will allow direct contact with the target market.

Word of mouth

Word of mouth is regarded as one of the most important tools. The respondent feels that good service will sell itself and unique style of working method (fun) will be most prone to talk about. It's about value, quality, stories (testimonials, recommendations) as discussed in chapter 2. They are the key elements of successful word of mouth marketing. A service such as consulting can be described as being intangible. As the concept of a consulting service is intangible, potential customers tend to rely on the experience of the others. This is mainly why word of mouth is considered as the most important communication method. Therefore it needs to be managed carefully to avoid any negative word of mouth. The results of this study do not indicate what consultants should do to encourage positive word of mouth. This is a topic of interest for future research.

Website

Website tends to be important as well because it's a low cost method of distributing information to the public about the business. Online presence is easily accessible and worth having even if the company's service cannot be sold online. It's an efficient channel that potential customers can use to find out more information about a business. The company website is the first opportunity to make a good impression on a potential buyer. According to two respondents the site shouldn't lack any professionalism and credibility and it has to be well designed in order to increase the chance of making a good first impression.

It's interesting to note that **social networks**, which are deemed to be one of the most efficient marketing communication tools, are seen as the least frequently used tool overall. This could be due to the fact that Norest is not using these tools properly. The next question will investigate this matter.

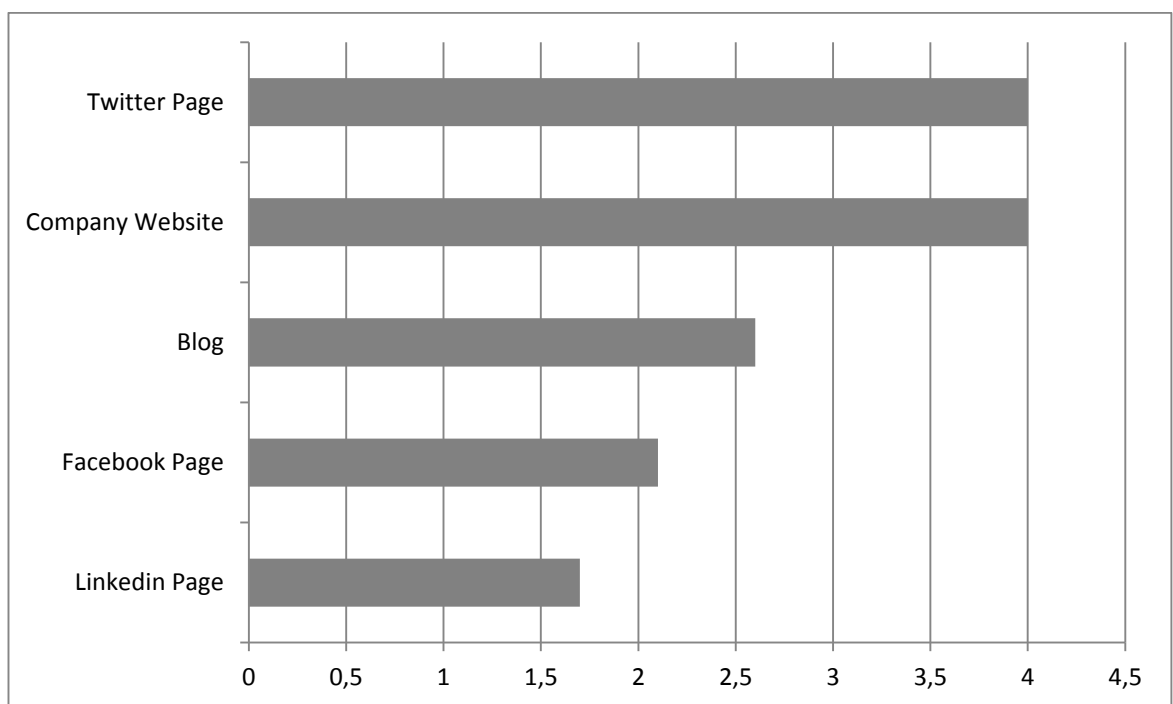


Figure 7. The average functionality of existing marketing communication tools

The respondents were also offered the opportunity, to evaluate the existing communication tools for Norest on a scale from one to five. The company website and Twitter page both received an average 4 making them the most functional channels in the eyes of the respondents. The company's Facebook page and LinkedIn profile and blog rating were below a 3.

LinkedIn page caters a fantastic opportunity to promote Norest services and share important information with other professionals. It's an ideal platform to increase the

opportunity to network with an potential clients. Keep in mind that LinkedIn page builds relationship with readers based on credibility and trust. Not to create hard sell (Bodnar &Cohen 2011, 110). Here some tips in order to build a successful LinkedIn profile:

- Norest's LinkedIn page doesn't contain any description of the company's service. Description of services provided is essential.
- LinkedIn is the idea place for recruiting. Other trice to capture attention is to add career information. Add career page to the LinkedIn company page (Bodnar & Cohen 2011, 104).
- Ask for service reviews from the clients. Those reviews can be written as testimonials.

The **blog** located on the company's website has been given an average below 3. Any company blog needs to present information that the reader finds useful (recommendations, testimonials), enjoyable (images, video) in order to get the reader back in the future (Bodnar & Cohen 2011, 104-82). A blog is a new marketing tool which Norest needs to give time and attention to in the future. It must be edited carefully to show the best work.

Norest has clearly taken the path of informative blogging, testimonials and recommendations. Furthermore, it could tweak those tools to be more interesting than informative interesting.

The **Facebook page** is not overwhelming with interesting posts. Norest's Facebook page was introduced in June 2012, attracting 223 members by mid-March. This is a small number, bearing in mind the amount of social network users and the easiness of liking a page. In order to use Facebook successfully Norest needs to build an active wall.

Here some tips regarding how to create an active wall:

- Post useful, interesting content regularly.
- Participate in the comments on the wall by making it personal and fun. There is always room to engage in a personal conversation and have a little fun.
- Use photos. Even if the company doesn't sell a physical product but a picture of the team at work will make the company easier to relate to.

Adding interesting content to the group page could induce casual readers to follow the page with more interest. This may lead to casual readers recommending the page for other readers, thus inviting more members to like the page and follow it. In this case those followers will advertise on behalf of the company by telling yet more people to follow and know about the company and the business.

Table 9. Suggested new communication tools

Marketing communication methods not currently used	Frequency
Video Marketing	5
Banners	5
Testimonials, Recommendation	4
Email marketing	4
Press releases	3
Point of sale materials	2
Flyers	1

The respondents think that **video marketing** is growing and that it's generally a great tool to promote credibility, brand and business service.

"Video marketing as a tool will engage the viewers in an interesting way of knowing the company's service," said Emma Andron. Video usage is growing rapidly so businesses cannot neglect this tool as a possible marketing channel. Don Haliwell and Ab-

Abdullah Althani emphasized that, using video will allow the company to share remarkable content with the audience in a tactic that plain text will never match. Nowadays smart businesses use video marketing as a tactic to boost consumer engagement and increase traffic to the company website, although this tool may not directly generate revenue. This tool is new age marketing because social media has redefined marketing. It's becoming a vital part of any successful marketing mix. Sharing your video on the company Facebook page and LinkedIn account; incorporated with some of the blog posts; will support the different signals you are sending to customers. The network of students of the author will enable the creation of a marketing video free of cost.

Banners tend to be important because they are deemed to create visual excitement to viewers. Banners should be displayed at locations where viewers will spread the word about the business. Abdullah Althani stated that, indoor banners should be displayed at places where potential client are located. Incorporating banners with any future marketing campaign will increase the brand awareness and spread the word about the aspects of the business. This goes hand-in-hand with the discussion in chapter two, suggesting that Norest create indoor banners to be placed in Finnish universities and universities of applied sciences as well as Aalto's start-up center.

Testimonials and Recommendations are probably the best way to improve the functionality of the company blog. The more relevant the testimonials the more result it will have on the buying pattern of the individual. Testimonials are more trustworthy than the company's statements. Norest can draft the testimonials and submit them to their satisfied customers for approval. Customers who are satisfied are glad to lend their name and support. Potential customers tend to believe testimonials and it's always a good sign to have them on the website. In order to establish a good testimonial there are some simple prerequisites (Bodnar & Cohen 2011, 201):

- First asking the permission to use a customer's comments.
- Including a photo of a person, logo of the company and contact details will take the recommendation up a notch.
- If possible, send a recorded video of them. "Talking head".

Norest should adopt the idea of having testimonials on their blog or website. It will add credibility and marketability of the business. Those testimonials can be

added to sales letter, ads and on the web if we possibly get a video formats so potential clients see and hear how great Norest is.

Email marketing is a promotional tool that is used to build and improve relations and optimize service process. The big chance in email marketing is that Norest will be able to keep their customer in focus through individualization. It is easy and inexpensive to personalize any email. Options of testing are possible in order to test different email creative and messaging before sending the email. One respondent stated that email marketing encourages recipients to click to a website and links to more details about the company. Recipients can very easily access additional background information about the service and the business. A coherent email marketing campaign will help to gain new customers but it needs to combine excellence in outbound email campaign and managing income emails to resolve any customer's question. If Norest can design and create a promotional package this tool is well worth trying out. Another comment was made to take out this welcome email from zero to hero, is to have some fun. Your email should be memorable. Adding a little of personality in the email will help stand out from bunch of similar emails.

Press release was founded as third best method to be considered in the future. One respondent states that this tool should be an active part to be considered in marketing efforts in order to build creditability. Sending an announcement to a business newspaper (Kauppalehti) or business magazines (Kauppalehti, Optio) about any subject for example new services, awards won, special events planned etc. According to one respondent, if a press release appears to the reader as an editorial copy, not as an ad, readers are more likely to read and believe the journal. This will help Norest to keep the company name at the forefront of the prospect mind and build creditability.

3.5 The revised Marketing communication model

The process of data analysis and interpretation of the research results is discussed in this chapter. A detailed discussion of the results obtained through questions asked to the respondents. The marketing communication methods used by Norest were investi-

gated in terms of efficiency, how important the methods are deemed to be, functionality. Tools to be considered for future use were also examined. The communication model in chapter 2.3.3 has been revised.

The red colored promotional tools are considered new tools for the company to be used in the future, while the yellow colored those are the tools that need to be improved in order to be considered suitable for use

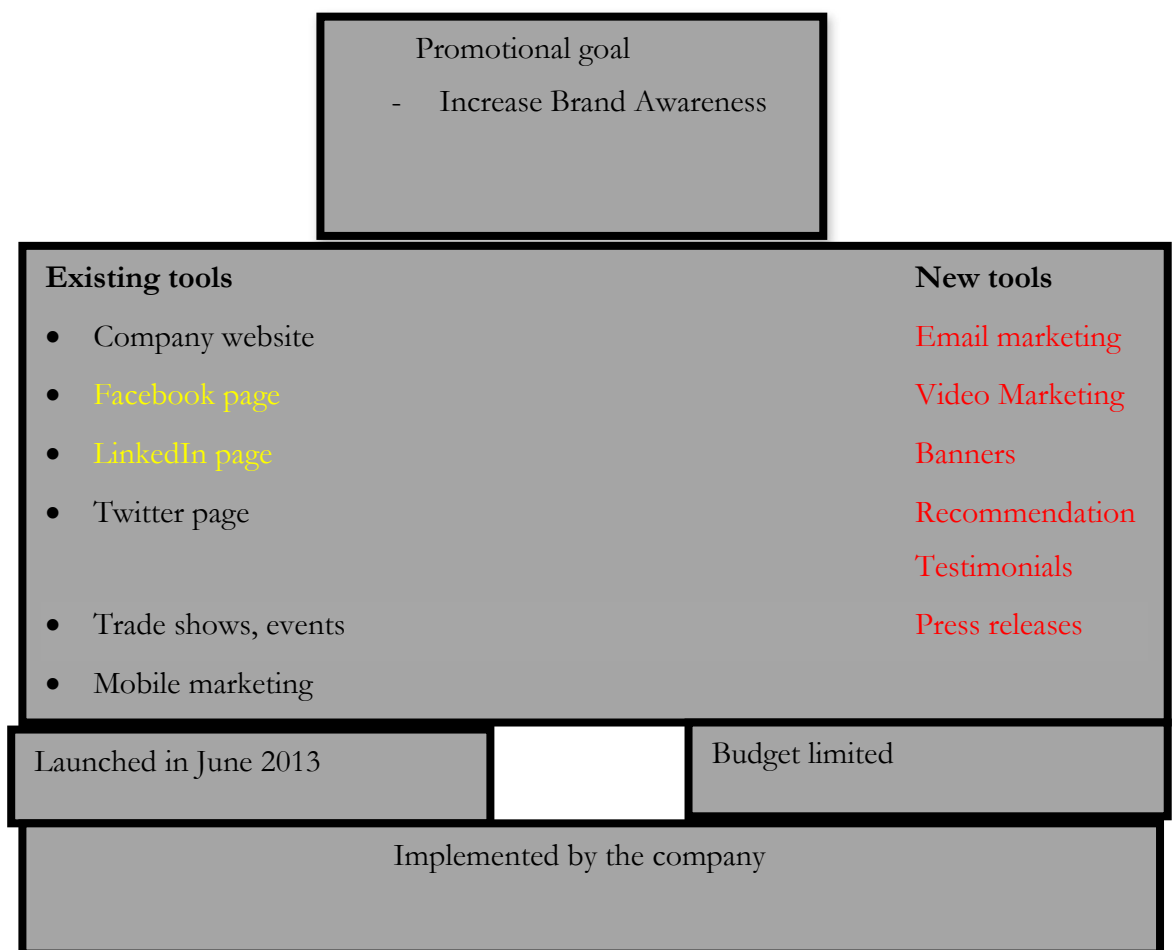


Figure 8. Revised marketing communication model (figure by the author)

The revised marketing communication tools model and Nore's promotional mix table together illustrates the combined findings of the theoretical and empirical research regarding Nore's marketing communication tools.

4 Summary

This chapter summarizes the important outcome of the research regarding the main research problem and set objectives. Practical suggestions on how to take advantage of the outcome of the research was disclosed to Norest. The research findings of each section were summarized and recommendations were made. Moreover, topics for further research are presented in case third party wishes to investigate more.

4.1 Outcomes of the research

Using academic literature and theoretical model (marketing communications planning framework) as a supportive base, the research presented the following figure 7. A modified version can now be supplemented in the light of the findings of the study figure 16 represents a furthermore developed version of the model presented earlier.

The research problem seeks to answer the question: What would be a good media mix for Norest? Sub-questions being:

What are the present tools and how well marketing experts find them to function?

What are the marketing expert's expectations for further tools/combination of tools?

How should Norest marketing communication tools be developed in the future/what combination of tools would be suitable?

Marketing communication tools have been gathered into categories, each of the tools within the category are discussed to find out which are the most important, most frequently used and which tools should be used in the future. Of the marketing communication tools available, for all the categories, overall word of mouth and website(e-marketing) are considered to be the most efficient in terms of industry type, followed by tradeshow, exhibitions, email marketing and telemarketing. Overall, word of mouth, website and tradeshow are deemed to be the most efficient marketing communication tools according to the experts.

The three current marketing communication tools that are considered to be the most important to Norest are exhibitions, tradeshow and word of mouth. Use of the company website was also considered to be extremely important. It is interesting to see

some of the tools that are most efficient in terms of the industry but they are not necessarily regarded as most efficient tools for Norest at the moment. This could be because the tools like social media are not used correctly. This is based on the results provided by the respondents when asked about the functionality of the current tools.

The marketing communications that Norest could possibly use in the future include video marketing, email marketing, banners, testimonials and press releases. Video marketing is aiming to build credibility and increase brand awareness. This type of tool is growing in importance so Norest must not neglect this tool as a possible marketing mode. Banners are considered important to attract potential customers from places where they are located. Testimonials and recommendations are trustworthy and word of mouth will improve the functionality of the company blog. Email marketing, as long as it's free of charge, is a great addition to promotional tools in order to build and improve relationships with potential customers.

The three marketing communication tools that should be considered in the future and deemed to be very important to Norest are video marketing, banners, testimonials and recommendations. The use of website and social networks were also deemed to be extremely important. The fact that some tools are considered to be more important than others may reveal that Norest is not aware of the techniques or how to successfully implement them. In order to solve this shortcoming, Norest should organize a training session to share their knowledge with their colleagues and try to figure out how to get the advantage of those marketing communication tools.

Word of mouth was considered to be one of the efficient tools in terms of the type of industry. This may imply that giving truthful reflection will be done by improving the current tools and implementing the suggested future tools such as recommendations and testimonials.

4.2 Suggestion for the company

Based on studying the theories of the academic literature and analyzing the company and the target customer, the author was able to suggest an effective marketing commu-

nication tools plan for Norest. The plan will be evaluated by the company representatives. The plan is open to any modifications due to the current situation of the market and the state of the company. The main issues regarding the current marketing communications have been addressed in the research. In order to have full advantage of the current marketing communication, Norest needs to allocate human resources, allowing the time for any of the company members to improve the current tools to suit the company perfectly.

The marketing communication tools that Norest might consider using in the future include video marketing, press releases, banners, testimonials and recommendations. The company already shows interest in creating their own video and they have started progressing in this respect.

4.3 Topics for future research

Some suggestions for future research which Norest could benefit from:

- Norest shows a great interest in using social media networks as a marketing communication tool, an interesting topic to research would be how social media marketing would suit Norest.
- There is no research done in this study to determine what Norest could do to obtain positive word of mouth. This could be an interesting topic for future research.

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Attachment 1: Research questionnaire cover letter

Cover letter

Greetings!

Norest Co. is a marketing and business management consulting firm currently located in Finland and looking to expand abroad. They specialize in new country entries. Finnish SME's looking to expand specifically into Spain, the Philippines, Latin America and the Nordic region, as well as foreign companies looking to enter the Finnish market.

I have the pleasure to ask you to share your experience regarding the company's communication tools and give your thoughts on suggested improvement.

The link below will take you to:

Webpage: www.norest.com

Facebook Page: <https://www.facebook.com/#!/NorestCo?fref=ts>

Linkedin Page: <http://www.linkedin.com/company/norest-co>

Twitter Page: <https://twitter.com/NorestCo>

If you have any question regarding to the questionnaire, please free to contact me via email or phone at any time.

Thank you once again

Best Regards

Kamal Jaber

Norest. Co

+358453262434

Helsinki, Finlan

Attachment 2: Research questionnaire

1) Efficiency of marketing communication methods.

For each tool provided below (Social Media, Website, Email marketing etc.)

(A) Rate the efficiency of the each tool in terms of industry type (B2B consulting services)

1=totally inefficient,2=inefficient,3=efficient,4=more efficient,5=most efficient

	1	2	3	4	5	
Television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Magazines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Brochures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Promotional video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Indoor posters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Exhibitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Trade shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Email Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Telemarketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Flyers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Word of mouth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Social Networks(Facebook, LinkedIn, Twitter)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>

2) Which of the three marketing communication tools selected in question 1. Do you consider the most important to the company? Please provide a reason for each

Option one

Option two

Option three

3)How functional do you find each of the company's marketing communication tools?

1=totally inefficient, 2=inefficient, 3=efficient, 4=more efficient, 5=most efficient

	1	2	3	4	5
Company website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Linkedin page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4) Which three of marketing communication methods not currently used by the company, you think they should consider in the future?

Please provide a reason.

Press Releases

E-commerce

Pionts of sale materials	<input type="text"/>
Flyers	<input type="text"/>
Video Marketing	<input type="text"/>
Testiminols	<input type="text"/>
Other	<input type="text"/>

Attachment 3 Research results

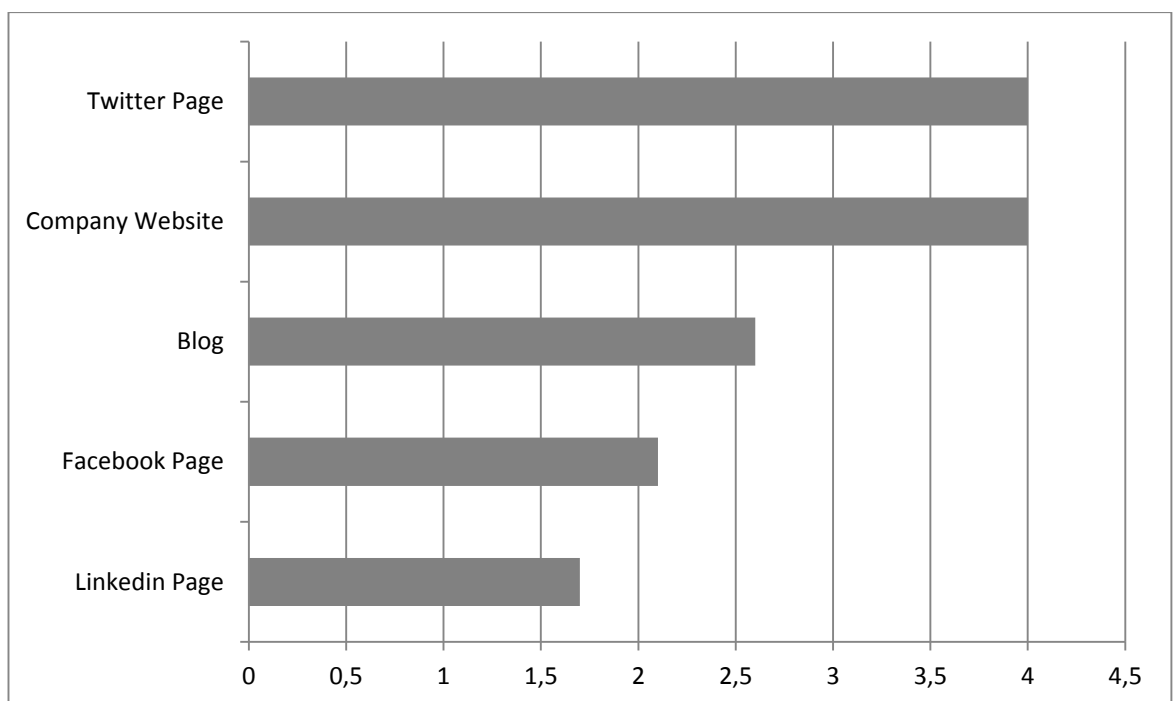
Efficiency of marketing communication method	Average Score (1 to 5)
Television	1,75
Radio	1,1
Newspaper	1,90
Press releases	4,50
Brochures	1,75
Company website	5,00
Exhibitions	4,03
Tradeshows	4,03
Events, exhibitions	4,50
Email Marketing	4,50
Telemarketing	4,00
Flyers	1,75
Word of mouth	4,90
Social Networks(Facebook, LinkedIn, Twitter)	5,00

Question 1: Efficiency

Most important marketing communication methods	Frequency
Event and Exhibitions	5

Word of mouth	5
Website	3
social network(Facebook, LinkedIn, Twitter)	1
Email Marketing	1

Question 2: Most important marketing communication method



Question 3: The functionality of the current promotional tools used by Nore

Marketing communication methods not currently used	Frequency
Video Marketing	5
Banners	5
Testimonials, Recommendation	4

Email marketing	4
Press releases	3
Point of sale materials	2
Flyers	1

Question 4: Tools not currently used might used in the future

Attachement 4: Promotional mix suggestion for Norest

	Promotional tool	How to develop tool
Existing Tools	Facebook Page	<ul style="list-style-type: none"> • Encourage people to like the page • Post interesting content regularly in order to push the likers to comments on the posts. And make it active • Use photos, posts team picture of the team work, meetings with customers, events etc • Highlights events Norest is planning to attend or events organized by the company
	Linkedin Page	Ask for reviews from the customers. Let them to share on the LinkedIn page.
	Twitter	
	Tradeshows	Attending more trade shows, if it's possible.
	Events	Find or create events with most potential customers
	Company Blog	Add Testimonials and recommendation+
	Video Marketing	Take into use and consider it as an important tool. Planner will

New Tools		arrange a group of students from Haaga-Helia to create this video.
	Banners	Take into use
	Recommendations and testimonials	Request old clients to write testimonials. Don't expect them to write reviews. Norest needs to ask them to do so.